

**CITY OF COSTA MESA
CULTURAL ARTS COMMITTEE**

Thursday, October 8, 2009

MINUTES

- 1. CALL TO ORDER at 6:48pm by Frank**
Present: Frank Gutierrez, Caryn Kallal, Kathleen Eric, Nancy Clark, Monet Quick, Irene Engard, Monica Morita, Beverly Walker and (alternate) Aida Shabani and Jessica Brunner
Absent Ryan Baron, Tony Manrique, (alternate) Barbara Steck and Craig Beauchamp
Staff Present: Lisa McPherson
Council Member present: Katrina Foley absent excused
- 2. APPROVAL OF MINUTES**
Minutes of September 10, 2009 approved by Nancy second by Caryn, unanimously approved
- 3. AGENDA ADDITIONS**
None
- 4. PUBLIC COMMENT**
Robb Havassy, a local artist informed the Committee on a book he created titled "Surf Story" which exhibits surf art and surf stories from over a 100 surfers. Robb invited the Committee to attend the 1st book signing on Dec 18 at Hurley which will benefit the Surfrider Foundation.
- 5. OLD BUSINESS**
 - A. *Artist Showcase XII on Sat Oct 10 @ Yogaworks 6-10pm*
 - Lisa reviewed everyone's assignments for the Artist Showcase XII. Refreshments have been ordered; participating artists and galleries have been notified. Entertainment has been paid for and Nancy secured sponsored water from Konakai Water.
 - Barbara distributed a couple dozen flyers along 17th Street including Mother's Market, Where's the Party?, Starbucks, Beach Pit Barbecue, Michael's, Trade Joe's, CM Library, NCC, DRC and gave 6 flyers to Yoga Works.
 - The biggest room (Room A) will display all the juried art pieces; the middle room (Room B) will display all the gallery pieces and the last room (Room C) will have refreshments and entertainment.
 - B. *Day of Art June 12, 2010*
The Subcommittee will be responsible for creating an Artist and Gallery Association application. This Association will consist of Costa Mesa Artists and Galleries.

Benefits of the Artist and Gallery Association:

Artist Association

1. Free to Costa Mesa artists
2. Cultural Arts City website will have an Artist Directory to assist in promoting CM artists (Artist Name; email address and artist website) *at this time we can not hyperlink the artist websites*
3. Networking opportunities
 - Artist workshops (i.e. tips on how to market yourself as an artist)
 - Artist Mixers (i.e. artists meet at a gallery and network with other artists and gallery owners)
4. Invite the Association to be juried in the Artist Showcases
5. Invite the Association to be part of Day of Art (*idea*: have a Committee venue set up for just the Association to come and display their art)

Gallery Association

It was discussed that each Costa Mesa Gallery is charged a fee (i.e. \$50) for the following:

1. Galleries will automatically be part of the “Day of Art” (fee will assist with; advertisement; depending on how many galleries we get maybe have a 2 day “Day of Art” event and/or shuttle transportation)
2. Cultural Arts City website will have a Gallery Directory to assist in promoting CM Galleries
 - Map of Costa Mesa Gallery locations (click on the map and address and phone will pop up)
 - Link to Gallery website (Lisa will do her best to try and get this)
3. Assist in promoting upcoming Gallery openings and events on Cultural Arts Facebook; Artist Call Out email blast as well as posted on Gallery Association website page
4. Networking opportunities
 - For CM Gallery owners to meet other CM Gallery owners
 - For CM Artist to meet CM Gallery owners

C. *Sponsorship Levels*

Barbara met with the Costa Mesa Community Foundation, presented our application with a draft copy of our proposed brochure. CMCF stated that as fiscal receiver they would put all monies donated into a general account for the Cultural Arts Committee. It would be up to the Committee to divide the money as specified by the donor to the proper activity or event. CMCF seemed amenable to our request and will make a final decision at their October 27th meeting. Lisa passed around a draft of Barbara’s proposed brochure draft that the City Graphics Dept designed.

D. *Artist Website Directory* – Added to the Day of Art Subcommittee assignments.

- E. *TeWinkle Park Athletic Complex Sculpture* – The CMCF seemed amenable to our request for being our 501c3 for grant requests and will make a final decision at their October 27th meeting.
- F. *Auctions/Selling Art Images* – Tabled
- G. *Mural Art Project*
Caryn and Jana met to develop a model template. Juvenile offenders with minor misdemeanors could service their Community Service by working with an artist to create an art mural on private business walls. Businesses in Costa Mesa would donate their wall space and supplies. A subcommittee was formed (Jessica/Caryn/Monet/Nancy/Aida) and subcommittee will discuss more of the concept at the next meeting.
- H. *Mesa Water Art Project-*
The Committee decided to take this project off the agenda for now.

6. **NEW BUSINESS**

- *None*

7. **COMMITTEE MEMBER COMMENTS**

- Caryn informed the Committee that Leadership Tomorrow has offered to order and service the refreshments for the March 13 Artist Showcase.

8. **COUNCIL/STAFF COMMENTS**

- None

9. **ADJOURNMENT**

- Meeting adjourned at 8:15p.m.